

EFIRD'S HAS STARTLED THE SOUTH

SALE NOW GOING ON.

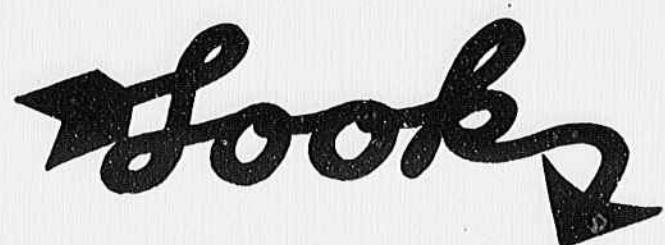
WITH

SALE NOW GOING ON.

NEW LOW PRICES

Efird Chain Sale Anniversary

NOT A SINGLE ITEM IN OUR GREAT CHAIN OF 31 BIG DEPARTMENT STORES HAS ESCAPED THE PRICE CUTTING KNIFE. PRICES CUT DOWN TO LESS THAN YOU EXPECTED TO PAY.



MEN'S FURNISHINGS.

Prices cut straight through the line. Sox, Shirts, Suspenders, Collars, Neckwear, Underwear, Hats, Overalls, Handkerchiefs, Garters, Caps.

MEN'S AND BOYS' CLOTHING PRICES WRECKED.

Rack after rack of Men's and Young Men's Suits. Kool Kloth, Palm Beach, Mohair, Serge, Worsted, Wool and Wool Mixed Suits that formerly sold for twice the price. Some nationally advertised makes, but all must go.

ACTION is what we want in our Men's and Boys' Department and ACTION we will get, for we have marked down prices for just that.

SHOES



For all the Family.

Thousands of pairs of low and high shoes piled out high on our counters. We are setting a new low price record in the South on Shoes. You never saw such bargains.

DRY GOODS.

We buy Dry Goods in tremendous quantities, direct from the mills, in car-load lots. Hundreds of thousands of dollars worth of new staple Dry Goods to go in this sale at half their value.

Now is the time to stock up for months to come, for we doubt if these goods will ever be offered for anything like the price again.

NOTIONS.

Our notion and Toilet Goods Department will receive an awful blow. We are cutting the price of these items in a ridiculous fashion.

SILKS, VOILES, ORGANDY.

Pretty new fresh patterns, and in all the leading shades.

Every piece of these fine goods will be thrown out on our counters in big lots at little prices that will create a genuine sensation. It all must go—nothing reserved.

CORSETS.

All are new stock, but we are going to cut the price of every one on hand.

PETTICOATS.

Silk or cotton. They must go in this Chain Sale under the knife.

LADIES' SILK AND MUSLIN UNDERWEAR.

The biggest and prettiest stock of Ladies' and Children's Underwear in the South.

One-Fourth to One-Half Under Price.

Every conceivable kind of garment in all the new trims and styles. Extra sales-ladies have been engaged to take care of the rush in our Underwear Section.

If You Can't Come, Phone or Mail us Your Orders.

WOMEN'S SILK STOCKINGS

at about half their actual value. Thousands of pairs in the new shades to choose from. You will be glad to lay in your summer supply.

LADIES' READY-TO-WEAR.



Prices Slashed.

Thousands of New Silk Dresses. Here is where the women and girls of the Carolinas and Virginia get a "real live thrill." They will only have to glance at these extraordinary frocks, which we offer at about half their regular price, to know that this sale means the greatest Dress opportunity in the South in years.

MATERIALS.

Taffeta, Satin, Foulard, Canton Crep, Crepe de Chine, Mignonette, Flowered Georgette, Figured Georgette and combinations.

TRIMMING.

Silk Embroidery, Beading, Piping, Ruffling.

All the Newest Models in Summer Frocks—Frocks at Astounding Prices.

SILK BLOUSES.

Every Silk Blouse in the house thrown out on counters with prices cut to a point that will move them out.

VOILE WAISTS.

All Voile Shirt Waists thrown together in just a few lots—Prices cut to about half.

SALE NOW GOING ON.

GO! If you have to travel hundreds of miles to get to an EFIRD STORE.

EFIRD'S

GREENVILLE, S. C.

SALE NOW GOING ON AT ALL 31 EFIRD STORES. Commencing SATURDAY, JUNE 18th, continuing two weeks, through Saturday, July 2.